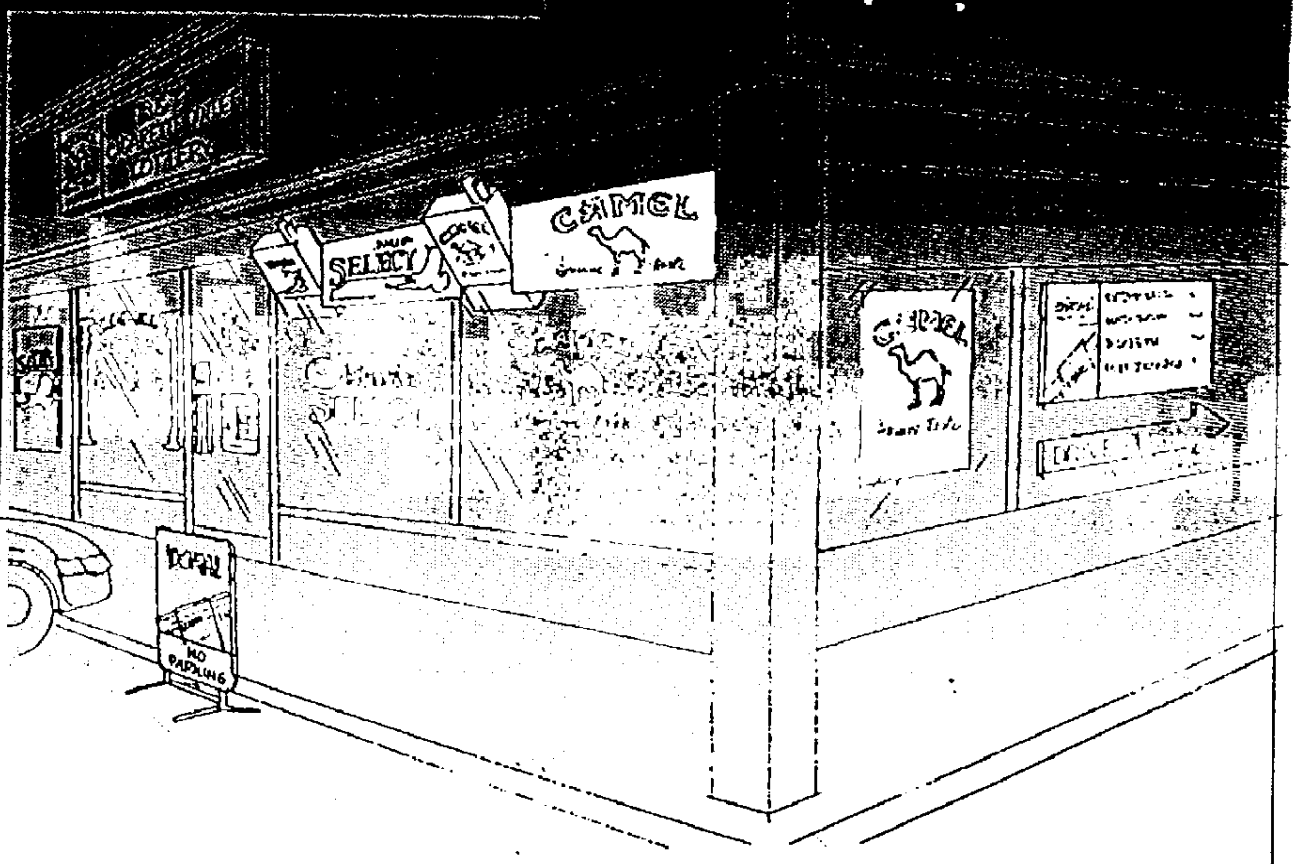
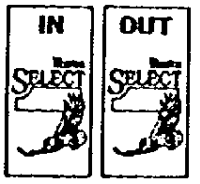
CIGARETTE OUTLET BRAND IMPACT PROGRAM

51843 0321

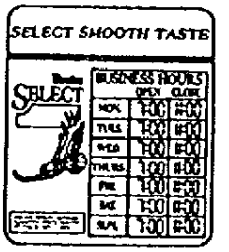
Source: https://www.industrydocuments.ucsf.edu/docs/rybp0000

FRONT WINDOW ENHANCEMENTS





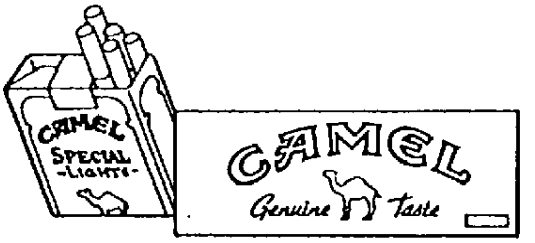
IN-OUT
DOOR DECALS



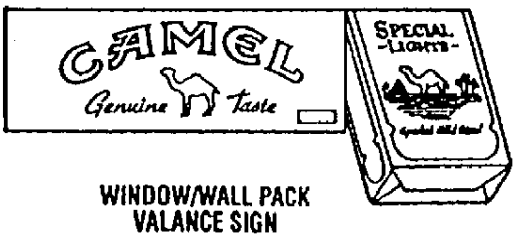
BUSINESS HOURS
FRAME SIGN

WINSTON SELECT
NEON SIGN

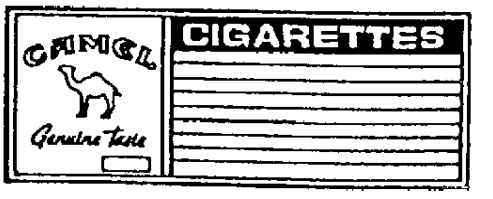
CAMEL LIGHTED 3' X 5'
WINDOW/WALL SIGN



CAMEL
NEON SIGN



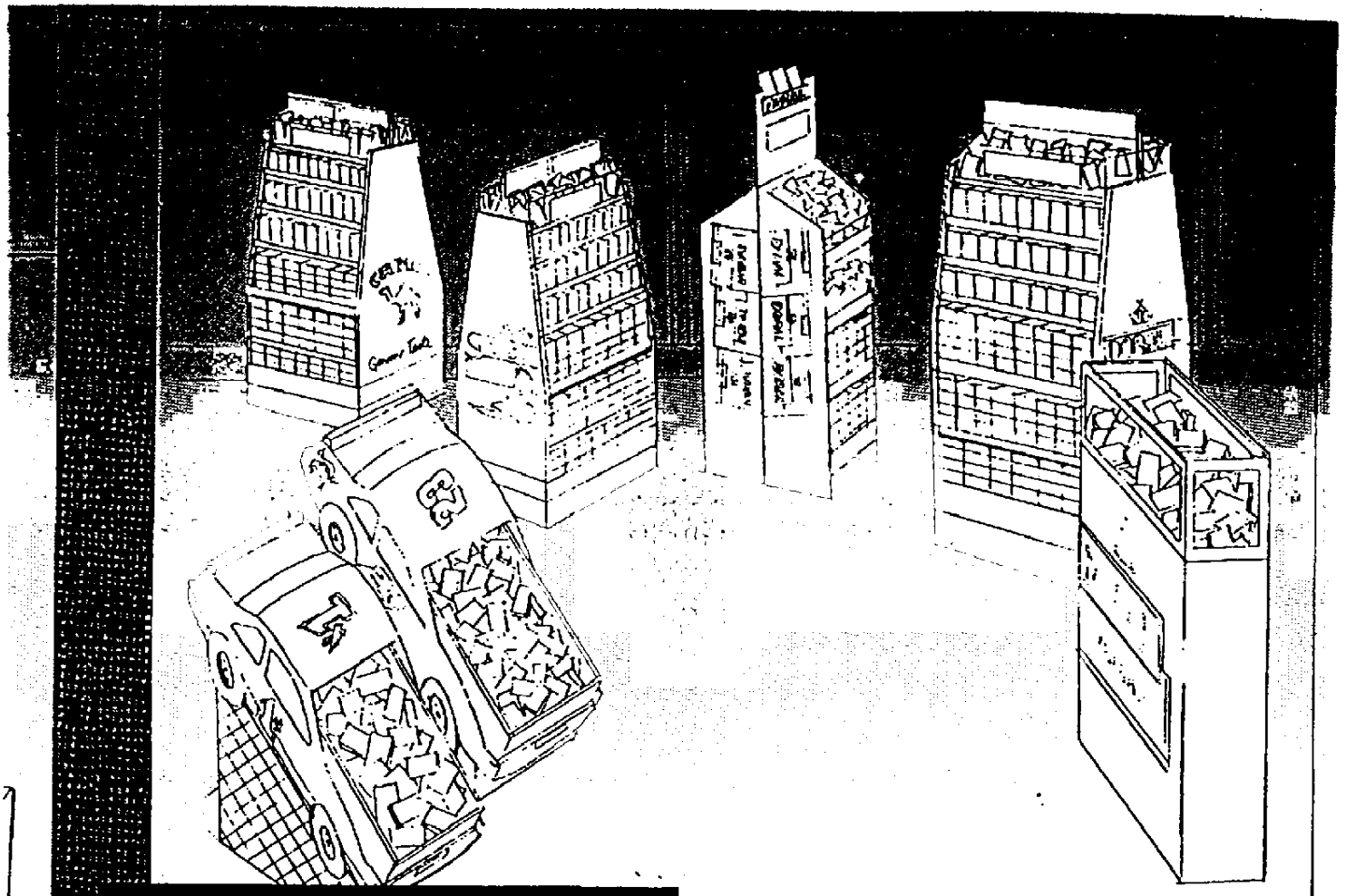
WINDOW/WALL PACK
VALANCE SIGN



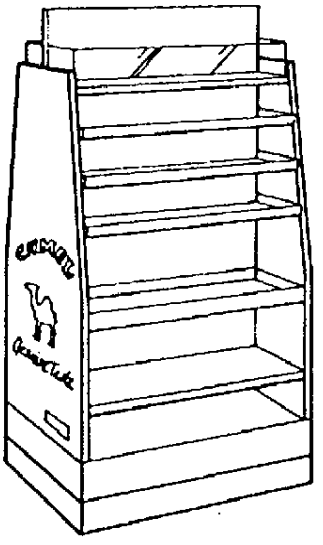
CAMEL OUTSIDE LIGHTED DRIVE-THRU
MENU BOARD

51843 0322

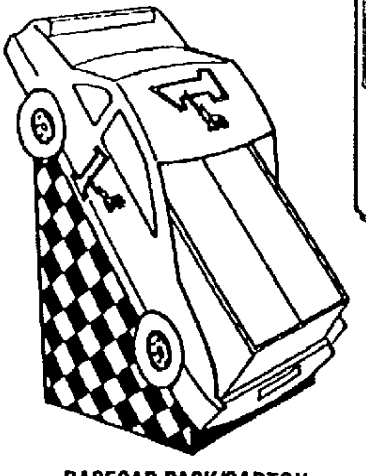
Source: https://www.industrydocuments.ucsf.edu/docs/rybp0000



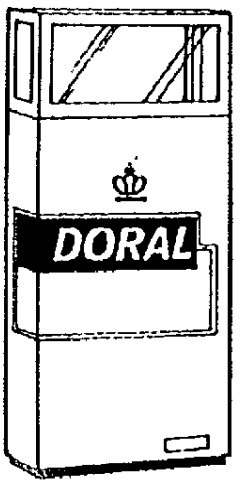
IN-STORE ENHANCEMENTS



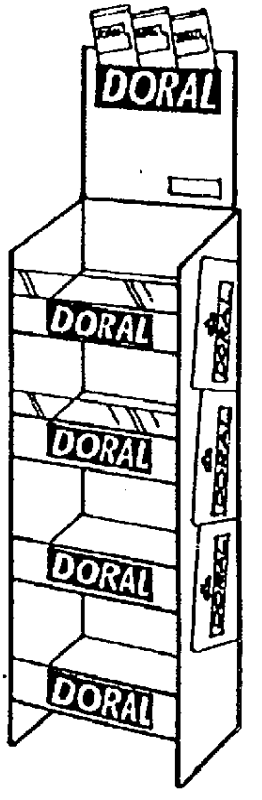
PERMANENT
FLOOR DISPLAY (PFD)



RACECAR PACK/CARTON
FLOOR DISPLAY



DORAL
GONDOLA END
DUMP BIN



DORAL DIM-4
FLOOR DISPLAY

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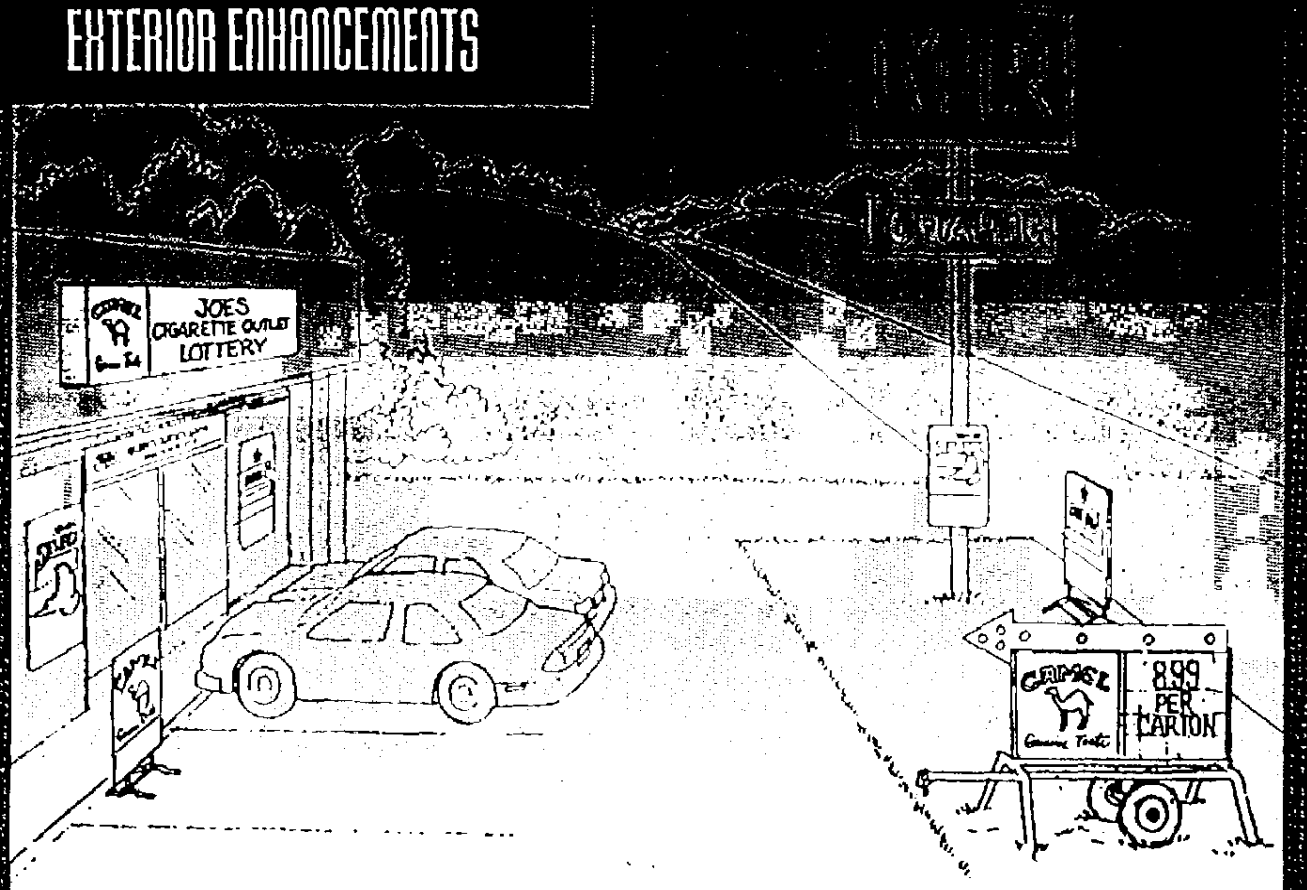
Source: https://www.industrydocuments.ucsf.edu/docs/rybp0000

EXTERIOR ENHANCEMENTS



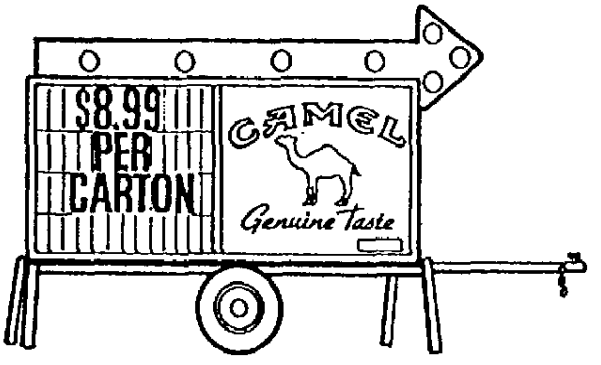
METAL MESSAGE SIGN

GROUND MOUNT WITH PRICER

CURB MOUNT WITH MESSAGE AREA

POLE MOUNT WITH PRICER

ONE-SHEET 30" X 46" FRAME



CAMEL LIGHTED TRAILER MESSAGE BOARD

CAMEL LIGHTED STORE NAME MARQUEE

LARGE CUSTOMIZED BANNER (10' X 3' AND 20' X 3')

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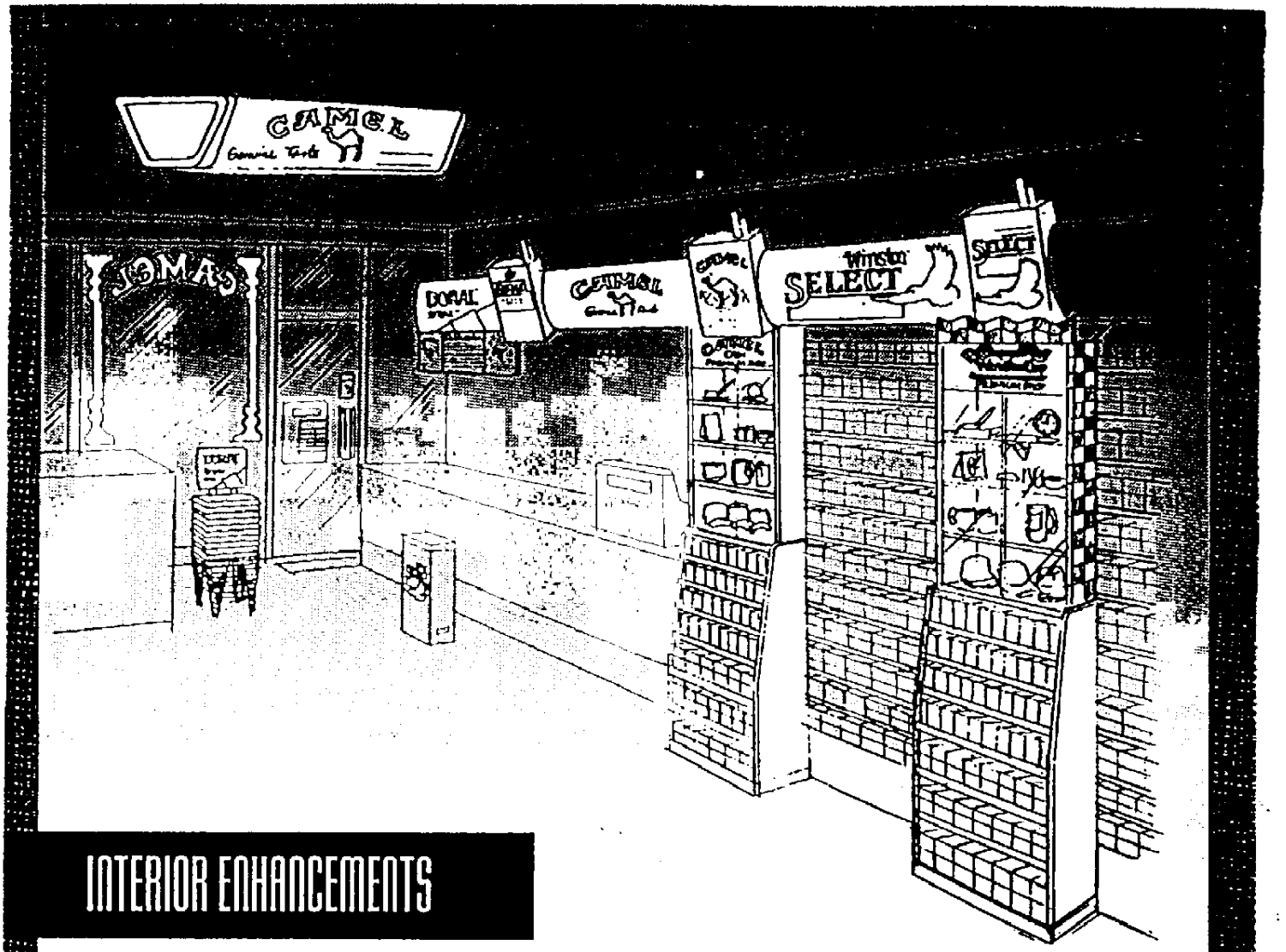
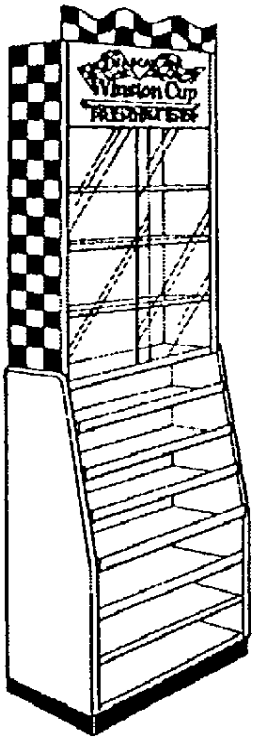
Source: https://www.industrydocuments.ucsf.edu/docs/rybp0000

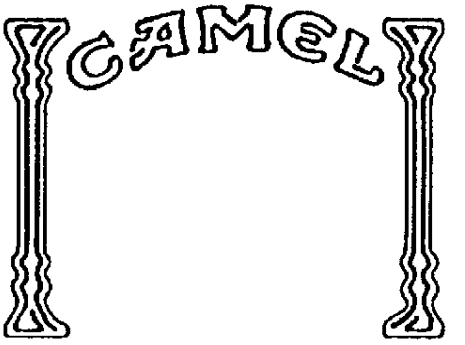


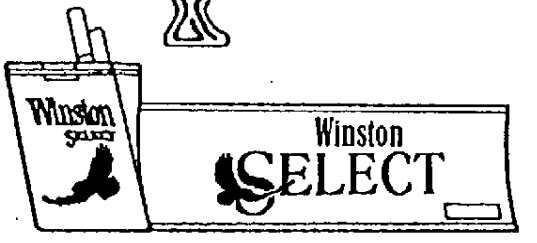
INTERIOR ENHANCEMENTS



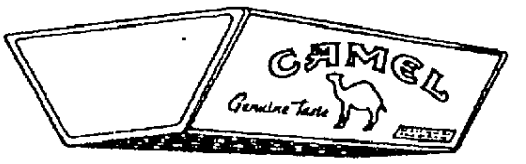
WINSTON NASCAR PREMIUM CENTER

CAMEL NEON WINDOW VALANCE

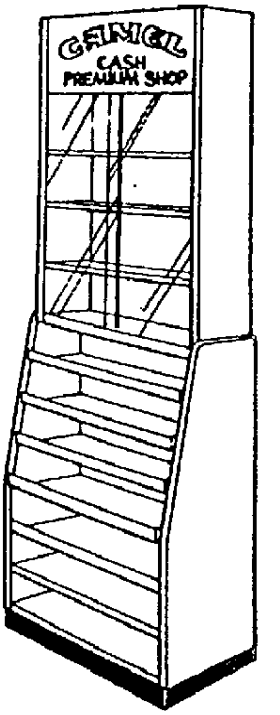




LIGHTED WALL VALANCE



36" LIGHT THIEF WITH PRICER



CAMEL CASH CENTER

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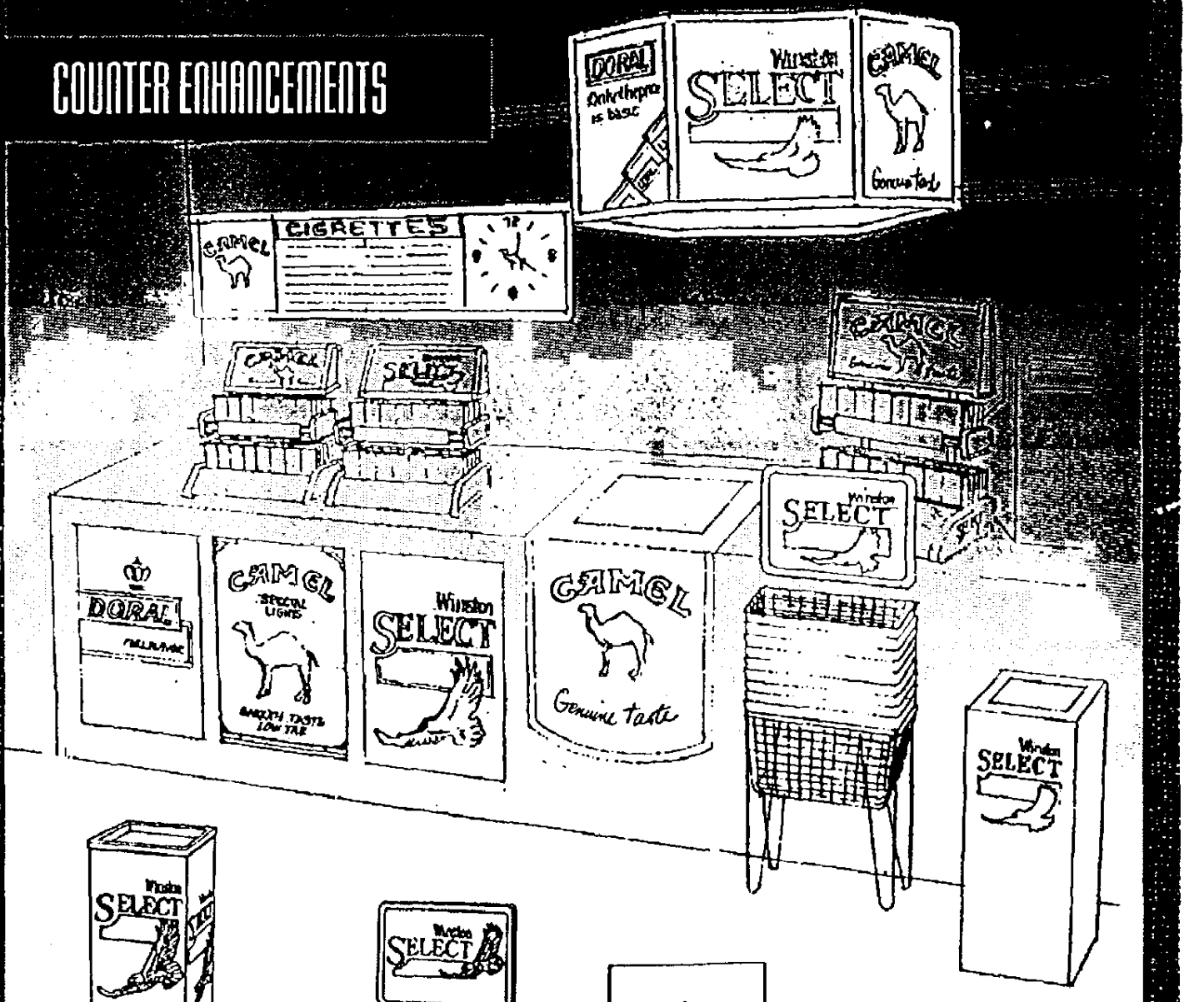
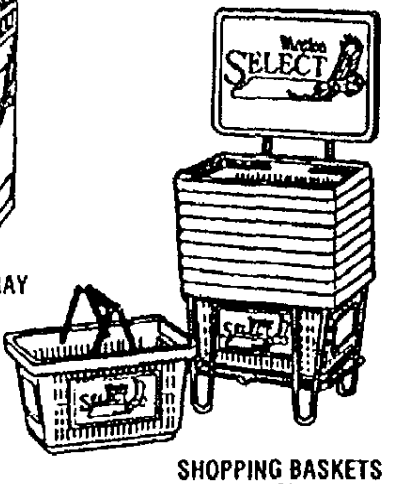
Source: https://www.industrydocuments.ucsf.edu/docs/rybp0000

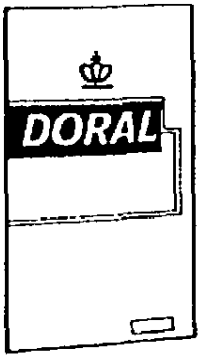
COUNTER ENHANCEMENTS



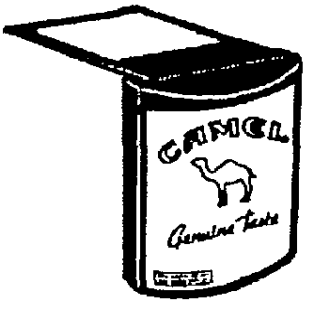
FLOOR ASHTRAY



SHOPPING BASKETS WITH STAND

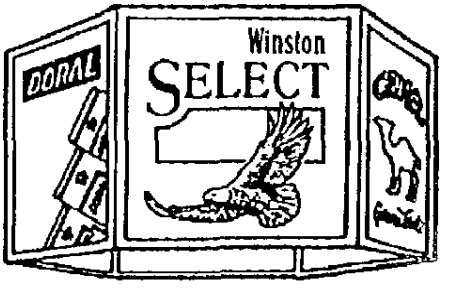


LARGE PACK SIGNAGE



CHECKOUT COUNTER WATERFALL

CAMEL LIGHTED WALL PRICER MENU BOARD



CAMEL LIGHTED SIX-SIDED CEILING SIGN

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Source: https://www.industrydocuments.ucsf.edu/docs/rybp0000

1995 CIGARETTE OUTLET BRAND IMPACT MENU

EXTERIOR ENHANCEMENTS

ITEM	CAMEL	WINSTON	DORAL	PACKING SKU	COST PER SKU
Metal Message Sign	472481	472652	472931	10	40.00
Ground Mount with Pricer	472490	472661	472940	1	190.00
Curb Mount with Message Area	472511	472682	472961	1	85.00
Pole Mount with Pricer	472502	472670	472955	1	85.00
One-Sheet 30" x 46" Frame	466643			1	49.00
Camel Lighted Trailer Message Board	478082			1	700.00
Camel Lighted Store Name Marquee	478070			1	475.00
Large Customized Banner (10' x 3')	478061	478052	478040	1	20.00
Large Customized Banner (20' x 3')	478031	478022	478010	1	30.00

INTERIOR ENHANCEMENTS

ITEM	CAMEL	WINSTON	DORAL	PACKING SKU	COST PER SKU
Camel Neon Window Valance	478001			1	250.00
Lighted Wall Valance	477992	477980	477971	1	350.00
Winston NASCAR Premium Center		477962		1	200.00
36" Light Thief with Pricer	473252	473351	472970	1	38.00
Camel Cash Center	477950			1	200.00

COUNTER ENHANCEMENTS

ITEM	CAMEL	WINSTON	DORAL	PACKING SKU	COST PER SKU
Floor Ashtray	472430	472601		2	54.00
Shopping Baskets with Stand	472412	472580		1	78.00
Checkout Counter Waterfall	473240	473342		1	118.00
Large Pack Signage	477902	477893	477881	5	50.00
Camel Lighted Wall Pricer Menu Board	477932			1	450.00
Camel Lighted Six-Sided Ceiling Sign	477941			1	1100.00

IN-STORE ENHANCEMENTS

ITEM	CAMEL	WINSTON	DORAL	PACKING SKU	COST PER SKU
Permanent Floor Display (PFD)	478112	478100	478091	1	330.00
Race Car Pack/Carton Floor Display	477920	477911		1	47.00
Doral Gondola End Dump Bin			478124	2	80.00
Doral DIM-4 Floor Display			468980	1	40.00

FRONT WINDOW ENHANCEMENTS

ITEM	CAMEL	WINSTON	DORAL	PACKING SKU	COST PER SKU
In-Out Door Decals	472541	472712			
Business Hours Frame Sign	472520	472691			
Neon Signs	470522	472622		1	144.00
Camel Lighted 3'x5' Window/Wall Sign	477842			1	100.00
Window/Wall Pack Valance Sign	477872	478142	477860	1	250.00
Camel Outside Lighted Drive-Thru Menu Board	477851			1	700.00

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